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# Extension Service Review



VOL. 3, No. 9

NOVEMBER, 1932



A COUNTY PROJECT COMMITTEE PLANS ITS WORK

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## In This Issue



CANADA has an answer to the question of how to keep young men and young women interested in farmlife. J. E. Whitelock, assistant director in the Province of Ontario, tells us how their short courses in agriculture and home economics for young people are conducted, and how these young people organize junior farmer associations and junior institutes in their home communities.

U. BENTON BLALOCK, president of the American Cotton Cooperative Association, presents the record of the cotton cooperatives for the past year. The 215,000 members of these associations in the South are beginning to realize full benefits of mass action in marketing a great agricultural commodity.



IOWA growing one-fifth of the country's output of hogs, points with just pride to state-wide progress in obtaining increased efficiency in hog production. E. L. Quaife, extension animal husbandman, shows us that the average number of pigs weaned per sow increased from 4.6 in 1922 to 6 pigs in 1931 due to better methods of breeding, feeding, and sanitation.

DAN E. MILLER, county agent for Howard County, Mo., compares different devices for collecting farm information. He feels that the local leader is more satisfactory than mail questionnaires and random sample interviews. A complete farm report was obtained by him from leaders in his county at an average cost of 4.4 cents per farm.

OREGON has mobilized 20,000 4-H club boys and girls in its state-wide fire-prevention campaign to eliminate the fire hazards on the farm. The reason is to be found in the fact that \$3,000,000 worth of farm property was destroyed by fire in Oregon in 1930 and 1931.

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WHAT next in 4-H club work? This is the thought-provoking theme of a discussion of the evolution of club work and some of its present-day problems by Director O. B. Martin, of Texas. Director Martin puts strong emphasis on the well-planned, well-executed demonstration as fundamental in making 4-H club work effective.

## On the Calendar

Outlook Conference, Atlanta, Ga., November 8-11.  
American Royal Livestock Show, Kansas City, Mo., November 12-19.  
Land - Grant College Meeting, Washington, D. C., November 14-16.  
International Livestock Exposition, Chicago, Ill., November 26-December 3.  
National Boys' and Girls' Club Congress at International Livestock Exposition, Chicago, Ill., November 27-December 2.

### EXTENSION EVENTS

Annual Extension Conference, Lincoln, Nebr., November 21-23.  
State Home Economics Association, Dallas, Tex., November 24-26.  
County Agents' Conference, State College, Miss., December 1-10.  
Annual Extension Conference, State College Station, Fargo, N. Dak., December 10-15.  
Extension Conference, Kingston, R. I., December 13-15.  
Annual Extension Conference, St. Paul, Minn., December 13-16.  
Extension Conference, Amherst, Mass., December 19-20.  
Annual Extension Conference, East Lansing, Mich., December 13-16.

How can we maintain a satisfactory standard of living under present conditions? Flavia Gleason, State home demonstration leader in Florida, finds the answer in the ways Florida's rural women have converted surplus garden, poultry, and dairy products into cash and have developed the sale of cut flowers, plants, Christmas wreaths, and other specialties.

WOOL-GRADING meetings in 28 principal sheep-raising counties in Wisconsin were used to bring to woolgrowers practical information leading to the improvement of wool quality and prices obtained. From 20 to 80 woolgrowers attended each of these meetings.

THE EXTENSION SERVICE REVIEW is issued bimonthly by the EXTENSION SERVICE of the United States Department of Agriculture, Washington, D. C. The matter contained in the REVIEW is published by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. The REVIEW seeks to supply to workers and cooperators of the Department of Agriculture engaged in extension activities, information of especial help to them in the performance of their duties, and it is issued to them free by law. Others may obtain copies of the REVIEW from the Superintendent of Documents, Government Printing Office, Washington, D. C., by subscription at the rate of 25 cents a year, domestic, and 45 cents, foreign. Postage stamps will not be accepted in payment.

C. W. WARBURTON, *Director*

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# Extension Service Review

VOL. 3

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NO. 9

## Work with Young Men and Women in Ontario

J. E. WHITELOCK

Assistant Director, Agricultural Representative Service, Ontario Department of Agriculture, Toronto, Ontario, Canada

**A**GRICULTURAL extension work, through the medium of agricultural representatives or county agents, was first introduced in the Province of Ontario in 1907. From the first those in charge have realized the possibilities and opportunities of extension work with young people.

The field of junior extension activities in Ontario may be divided into the following four main divisions:

1. Rural school fair work for boys and girls, 10 to 14 years of age.
2. Boys' and girls' club work for boys and girls, 12 to 20 years of age.
3. Short courses in agriculture and home economics for young men and young women, 16 to 30 years of age.
4. Junior farmer associations and junior institutions for young men and young women, 16 to 30 years of age.

It is with the two latter phases that this article will briefly deal.

Short courses in agriculture were adopted as a policy of the Ontario Department of Agriculture in 1912. These courses, in general, extend over a period of four weeks, although courses extending over a period of three months have also been held annually in a number of counties since 1921. In all, 696 one-month

courses and 78 three-month courses, with a total attendance of 22,554 young men, have been held since their inception. The courses are under the direction of the county agricultural representatives. The 3-month courses are organized and conducted under the same management, but the courses of study are largely handled by specialists sent out by the department of agriculture. The course of lectures includes, in addition to a study of some elementary science, the more practical features of a regular agricultural course, that is, stock and seed judging, pruning, cow testing, rope splicing, treating grain for smut, poultry culling, soil testing, as well as a study of such subjects as feeds and feeding, farm crops, drainage, and the treatment of common diseases of farm animals.

### *Courses in Home Economics*

The courses in home economics for the young women were first conducted in 1916. Since that time, upward of 20,000 young women have attended either a 1-month or a 3-month course embracing a study of cookery, home nursing, and first aid, sewing, laundering, and other household arts. These courses are also under the direction of the local

agricultural representative, but the course of study is administered by specialists from the institutes branch of the department. The courses in agriculture and home economics are held at the same centers. It should also be pointed out that they are of a more or less itinerant nature, that is, held at different points annually in the various counties. It is perhaps worthy of mention to note that in the county of North Simcoe, one agricultural representative for the past few years has conducted two 1-month courses each winter, the second 1-month course being a follow-up to the first year course the preceding year. Approximately 60 per cent of the young men who attended the course the preceding year return for the 1-month course the second year. The remainder of the class is made up of an equal number of young farmers who, for some reason, were unable to attend the first year. This clearly indicates that the young people find the courses worth while and that they are highly regarded throughout the Province. The average age of the young men and women attending these courses is between 19 and 20 years.

In the short period of one month, or even three months, it is impossible, how-



York County junior annual livestock judging competition



ever, to do much more than create an interest and a desire for furthering knowledge. The idea of welding these young people into organizations with common interests was conceived in 1914. Since that time, therefore, it has been a general policy to organize the members of the class in agriculture into a junior farmer association and the members of the household science class into a junior institute. Their motto is "Self-Help and Community Betterment," and they therefore carry on separate programs of particular interest to the members of their respective group. In general, these organizations meet monthly, although in some places weekly meetings are held.

### Programs of Associations

As is borne out by the survey made in Wentworth County, which is mentioned in part 3 of the splendid report, *The Relation of Age to Extension Work*, made by W. A. Lloyd, United States Department of Agriculture, approximately 90 per cent of these young people remain on the farms. The two organizations usually meet the same evening at the same center, but hold separate meetings for the first hour and a half. Following these, the two organizations meet for a joint social hour. The outline which appears below is the May, 1932, program for the Ayton Junior Institute and Junior Farmer Association in Grey County. These are typical of the programs being carried on by the two organizations throughout Ontario.

#### PROGRAM

#### AYTON JUNIOR INSTITUTE AND JUNIOR FARMERS MAY, 1932, MEETING

##### *Junior Institute (Young Women)*

1. Minutes of last meeting.
2. Roll call—Answered by Who's Who and Why in Ontario.
3. Business.
4. Topic—Food and Its Relation to the Human Body, Marjorie Schenk.
5. Directors: Reta Benninger, Eleda Gerhardt.

##### *Junior Farmers (Young Men)*

#### Chairman, Irwin Fisher

1. Minutes of last meeting.
2. Roll call—Answered by name of cash crop.
3. Business—Judging competition, Markdale.
4. Topic—Potatoes, Thomas Benninger.
5. Discussion led by Milton Becker.

#### *Joint Meeting*

#### Chairman, Fred Seim

1. Minutes of last meeting.
2. Current events, Dorothy Lobsinger.

### 3. Program committee: Florence Fisher, Lorne Domm.

These programs are planned by the executive of the two organizations with the assistance of the local agricultural representative and usually extend over a period of 12 months. It is most significant that both junior farmer associations and junior institutes are most successful in communities where they work in close cooperation. There are now 156 such junior farmer associations, with a membership of 4,875 in Ontario and approximately 100 junior institutes with slightly over 2,000 membership. In 18 counties there are county organizations which foster interassociation contests and also are responsible for the county program. These include such activities as the following: (1) Stock and seed and domestic science judging competitions; (2) plowing competitions; (3) public speaking; (4) debating; (5) musical festivals; (6) dramatic contests; (7) agricultural and domestic science projects; (8) community projects; (9) athletic field days; (10) educational tours and excursions; (11) educational exhibits at fall fairs; (12) experimental and demonstration work.

The agricultural and domestic science projects referred to include projects with grain, swine, sheep, potatoes, farm book-keeping, garden and canning clubs, home beautification projects, and the like. These projects are in the main similar to those conducted with boys and girls in club work but of a more advanced stage.

The average age of the young people enrolled in these two organizations is between 22 and 23 years of age. The average length of membership is approximately five years, although there are many records of young people who continued to take an active interest for over 10 years. In fact, a small percentage of the members continue to play an important part in the organization even after their marriage when they are operating their own farms or homes.

With the exception of the assistance given by the agricultural representative in the planning of their programs and his attendance at an occasional meeting, the young people "run their own show." This develops initiative, self-reliance, confidence, leadership, and the type of citizen of greatest value to his community and country. On the other hand, when closer supervision is given, some of those that might fall by the wayside are saved. The prestige of the junior farmers and junior farm women of Ontario stands high throughout the Province and a large percentage of the members are making their mark in the life of rural Ontario.

## Graduate Courses

A record-breaking attendance of 79 was the response of Louisiana extension workers to the special 3-weeks course in extension methods given for the first time by the Louisiana State University as a part of the regular 1932 summer session at Baton Rouge. The inauguration of professional-training courses on the graduate level for extension workers in the service was the outgrowth of a request for such work made of Dean J. G. Lee, jr., of the College of Agriculture by a committee of the State associations of extension workers last year.

In addition to the course in extension methods, required by all extension workers in attendance, opportunity was provided to select one subject-matter course—farm meats, poultry, home dairying, food preservation, or soil management. Classes met for two periods each day, so that exactly the same ground was covered as in the usual 6-weeks summer session. The number of courses taken by a student was limited to two, instead of the usual three or four.

The course in extension methods was taught by M. C. Wilson, in charge extension studies and teaching, and Mary A. Rokahr, home-management specialist, of the United States Department of Agriculture. This course dealt with extension objectives, measures of extension accomplishment, and fundamental values underlying the means and agencies employed in extension teaching, their relative influence, adaptability to varying kinds of subject matter, and returns per unit of cost. Attention was also given to ways of improving use of result demonstrations, method demonstrations, circular letters, news stories, farm and home visits, community meetings, and the other extension teaching means and agencies, in order to increase their efficiency. Programs and plans of work, record and reporting systems, and other professional requirements of extension workers were included.

Of the total attendance of 79, which is the largest class of the kind ever held, 62 were experienced extension workers, 34 county workers, 16 specialists, and 12 supervisory and administrative workers. Thirteen Smith-Hughes teachers were in attendance, the remaining four being unclassified graduate students.

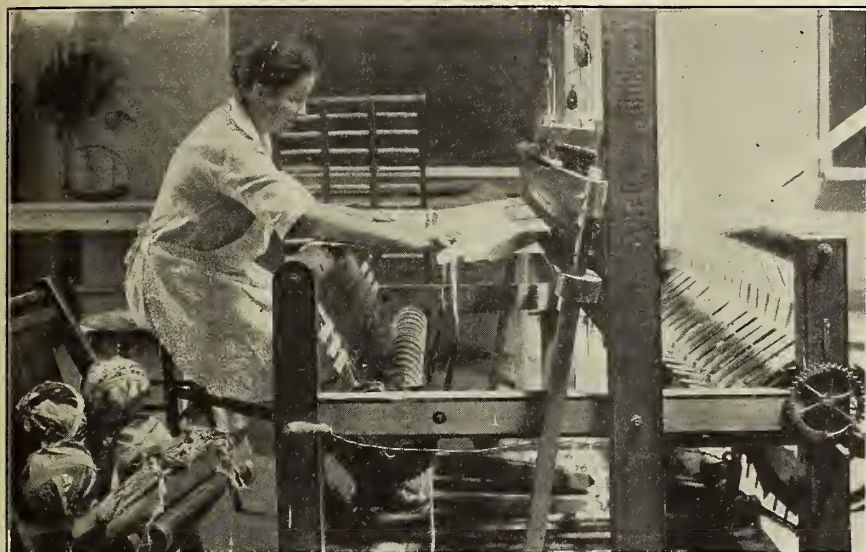
Dr. Roy Davenport, head of the department of agricultural education, and J. G. Lee, jr., dean of the College of Agriculture, are looking forward to the development of a professional-training center for extension workers as a part of the new graduate school of Louisiana State University.



# Florida's Home Industries Pay

FLAVIA GLEASON

State Home Demonstration Leader, Florida Extension Service



Weaving a rug from discarded garments

THE ECONOMIC conditions of the last few years have brought many problems to our farm families in Florida. We find the women asking how they can establish or maintain a satisfactory standard of living when the sum total of family finances is at the lowest possible ebb. Our home demonstration agents are called on to develop programs of work which will improve home conditions generally, but with the provision that such programs require the expenditure of small amounts of cash. At the same time, and seemingly with every expectation that their needs will be met through home demonstration work, we find the women asking for help in securing this necessary cash. We find it is characteristic of the cosmopolitan group of rural women with whom we work in Florida that out of their need the women have developed a wealth of initiative in using the resources already at hand for profit as well as for pleasure.

## Home Resources

The program of home demonstration work in Florida is based on the development of the resources of the farm and the farm home, and because of the foundation work already done in the years since home demonstration work started in Florida, it has been possible to add to the family income by the development of home industries. Written reports which come to the State home demonstration office show that the women and girls in Florida marketed home products to the value of \$97,297.09 during 1931, thus

creating wealth where none had seemed to exist.

Sales from the "living, growing demonstrations," which we in Florida believe fundamental in home demonstration work, have netted the largest amounts of cash to the farm home maker. Fresh fruits and vegetables brought the women of one county a total of \$17,120.16, while the garden and orchard products in another county reached the total of \$6,000. The high standard maintained for canned fruits and vegetables has made it possible to build up excellent trade for these products. One woman reports \$500 received for her jellies and marmalades. One woman has an income from this source for 1931 of \$530, another realized \$500, and yet another \$2,471. The sales of poultry products have been most gratifying. The women in one county sold their produce for \$11,168.58 last year, while the total poultry sales reported by home demonstration women in the State from home poultry flocks reached \$52,980.39. Surplus lard from the hog killing and pillows from the feathers of the ducks have done their bit. The women have converted the surplus from gardens, poultry flocks, and dairy into salable commodities and have turned their skill in culinary affairs into regular incomes from baked goods and canning. Bees have contributed wax and honey, one woman having realized \$100 from her honey alone. Standard packages of "homemade butter" and cottage cheese from surplus dairy products totaled \$2,500 in one county. Cut flowers and

plants have run into big figures, one woman having earned \$100 last year, while one other woman sold \$77 worth of Easter lilies.

## Native Plants Used

A great variety of gift articles are made from native materials found in such generous quantities in the State. Basketry is one of our most familiar crafts. North Florida has contributed honeysuckle and needles from the long-leaf pine. South Florida has offered in abundance the sand-colored wire grass and the fronds of the palmetto and palm. Baskets of all sizes and shapes, hot-dish mats, shopping bags, chair seats, and clothes brushes have been made and sold. The coconut palm trees, which make such a definite contribution to the witchery of South Florida, have yielded bark for pocketbooks, shopping bags, hand-painted Christmas cards, place cards and menu cards at all-Florida banquets, covers for portfolios, and such. The shell of the fruit itself has responded to polishing and completely deceives you as to its humble origin. It is no wonder that a ready sale has been found for the ceremonial dippers, the vases, and trinket boxes which have been made of it. Its fronds have been used for making baskets and hats, while its fruit has been used in cooking pies, breads, cakes, and finally into cakes of coconut butter. One woman during the past year reported sales amounting to a total of \$333 from coconut articles alone. The humble gourd has served as a source of income. Women have raised the matured gourds, have cut, polished, and decorated them into bowls for different purposes,



Gourds make attractive ornaments



lamp bases, bird houses and toys that beguile the interest of all grown-ups. The success of this venture is evidenced by the report of one woman whose sales of gourds netted her a sum of \$340 in one year.

Christmas wreaths from the luxuriant shrubbery of the State have been made with such skill and keeping qualities that the demand for them has reached far places in the United States. At the close of its first season of wreath-making, one county reports \$140 earned. In another county one woman earned \$72 at the Christmas sales.

can be traced to the trip to France made several years ago by two Florida home demonstration agents, who studied in France under arrangements made possible by Mrs. Ola Powell Malcolm, Office of Cooperative Extension Work. Rugs have been hooked, braided, and crocheted with such skill that an appreciable number have been sold, one county having marketed \$1,500 worth. Hand weaving is being revived as a home industry.

How have these results been accomplished? Perhaps standardization of products has been the factor of first importance. Home demonstration agents

\$5,742.48 and another \$9,500. Chambers of commerce have bought packages of preserved fruits to use for advertising purposes, while some of the railroad systems have found homemade preserved sweets of sufficiently high quality to give several annual orders for them.

In addition to this, a great deal of marketing is done by the housewife from her own home. Many women have built up gradually a clientele of satisfied customers for their products. In many cases the local groceryman has bought the products exclusively. One county reported its women had received \$600.53 from sales made in this way.

Home demonstration agents in Florida expect to continue to develop the sales of home-produced or home-manufactured products. As home demonstration agents, we are learning by experience and expect to profit further from the technical assistance given home demonstration women and girls by the specialists in agricultural economics.



Many wreaths are made by the Florida women

### *Forests and Ocean Contribute*

The native woods of Florida have been drawn upon again to make carved trays, book ends, boxes for trinkets, footstools and costume bag handles. Old and decaying trees have done their bit by growing vari-colored lichens from which one woman was artist enough to create delightfully unique flowers for a note of color on the costume. Even the sea has been forced to yield its treasure. Some ingenious woman discovered how to float the vari-colored sand onto cardboard in such a way that a picture is created of the tropical woods of Florida. No less ingenious is the idea of using the tiny shells as decorative pictures on tallies, place cards, and calendar pads. Even the sponges from the blue Gulf of Mexico have been transformed into bright nose-gays for the coat of milady.

Crafts developed from other than native materials have also been remunerative. Sizable incomes have been realized from tooled leather, pewter, rugs, and weaving. Bags, coin purses, book covers, portfolios, key holders, book-end covers, and gold stick bags in tooled leather have found a ready sale, one woman realizing \$812 from this source. The development of interest in leather work and pewter

have tried to keep a high standard of quality before the women as the first requisite for sale. The fact that Florida entertains an immense number of people for both winter and summer vacations has also been a factor in our favor.

### *Cooperative Sales*

Through cooperative sales one of the college institutions of the State has purchased all the poultry products that one county could furnish as well as placing an immense order for canned vegetable mixtures. One county maintains a bulletin board in the home demonstration agent's office where seller and buyer may list their supplies and demands. In another county seasonal exhibits of salable products are held in the courthouse and every article for sale is tagged with price, and name and address of manufacturer. In one of the southern counties a mimeographed market sheet is sent to all tourist, local, civic, and social organizations. In yet another county a travel market was conducted during the tourist season, rotating to the three largest towns with two days in each place. Roadside stands have been used in some places. Home demonstration shops have been maintained in four counties. One of these shops netted during 1931,

FOURTEEN "whole farm demonstrations" have been started by C. M. Knight in Red River County, Tex., and he plans to visit each one every month. "We have decided to call these 'Five Year Whole Farm Demonstrations' for the reason that we know no farmer will be able to do the number of things that he wants to do in one year, or even in three or four years," says Mr. Knight. "At the first visit an inventory is made and plans made for the future. A survey of things needed to be done is made and plans laid for those to be done each year and the time of year to do them. It is our plan to develop a diversified key farm in each of the 14 communities and at the same time develop as many co-operators as possible."

THE WOMEN of Rice County, Minn., have been especially interested in a series of meetings on the subject "Ways to Save Time and Money," conducted by the home demonstration agent, Gwendolyn A. Watts. Miss Watts' talk was mimeographed and given out so that the suggestions could be carried home. She suggested about 50 ways of saving time and money in home cooking, sewing, home management and gardening, which were illustrated with actual samples, posters, or patterns.

Each meeting added new ideas of ways to save time and money introduced by the women themselves. Several communities decided to hold community institutes where each woman would bring samples of her work and display them for the benefit of all.



# What Next in 4-H Club Work?

O. B. MARTIN

Director, Texas Extension Service



Howard O'Daniel's carload of 4-H calves which won first at Tulia and Amarillo and second and third at Fort Worth in the 1931 fat stock shows. (Inset) Howard O'Daniel

THE RECORDS of each of the four 4-H club members who won the 1932 trips to Washington showed profits of more than \$1,000 each. Edna Ladewig of Gonzales, carrying poultry as her demonstration for three years, realized \$1,345.71. Orth Yowell of Montague County fed out 87 pigs in three years with \$498.74 profits and raised a flock of turkeys from which he sold 5,380 pounds at a profit of \$748.08, thereby running his total profits up to \$1,346. Marie Matzner of Tarrant County made \$881.80 with a market garden demonstration carried through three years and \$92.80 last year from poultry, totaling \$974.60. Howard O'Daniel of Swisher County made \$1,870.28 feeding out baby beeves during his four years of club work. Each of these club boys and girls has an everwidening circle of influence as one of the results of their success, and each of them has a fairly well-defined sense of responsibility to pass on to others the fruits of their experience in developing their demonstrations through several successive years and various difficulties. They have each appeared from time to time on various local and State programs to tell the story of their achievements to the public.

This year, at the annual short course at the Agricultural and Mechanical College, extension officials authorized the award of badges of distinction to the 25 boys and 25 girls whose records were the best in the Lone Star State. This award was based on the yield, profit, history,

and effects derived from their demonstrations. The badges will be publicly presented to the recipients of the honor in their own counties by prominent men and women. In deciding to establish this annual distinguished service award here in Texas we had in mind to emphasize the use of very definite measures for success in club work. Yields from the demonstration are shown in bales, tons, pounds, bushels, gallons. Profit always is shown in dollars and cents. The record in figures and in the club member's own story of how the work was done constitutes the history. The effects of the demonstration—how it will influence the demonstrator's future activity; how family, neighbors, or friends were influenced by it; how it was shown to visitors; how it was exhibited in fairs (if it was); how it was sold—are all told by the demonstrator, together with any pictures, drawings, or news stories which go to indicate details of the work which has been done.

But, though we ask for these last-mentioned items it is distinctly understood that they are supplementary and not basic to the judging. Nor are our judges encouraged in the use of vague and complimentary terms; such as "outstanding" or "completed project," representing opinion only and not based on the above-named hard and fast measures of agricultural success well known to the farmer and farm wife, neighbors, and other club members. Not only should the units of measurement be standard,

but the judging should be above question. Committees of men and women of known integrity, not related to any boy or girl to be judged, should do this work. We feel that those who work with club members can not be too insistent on honest thinking and dealing in these matters because of the effect example has on the future lives of these adolescent boys and girls as well as because of the skeptical attitude of the public toward work that becomes known as being constituted chiefly of talk and club lists.

Much talk and long lists of club membership which bear no genuine relation to activity carried on by club members, vague and undefined standards of work measurements, awards of honor which carry with them no real sense of achievement on the part of the boy or girl or recognition by family, neighbors, and friends of work well done—these are the real enemies of 4-H club work. And, since mere enrollment is not sufficient to convince a thoughtful public of the efficiency and service of this extension agency, an honest revision of the club rolls making actual participation in agricultural work itself the acknowledged basis for membership would go far toward vitalizing the whole club movement.

When Will B. Otwell of Macoupin County, Ill., started the first corn clubs in 1899 he gave out seed corn in the spring and asked the boys to bring in exhibit ears in the fall. Five years later he collected a great display of these for



Sylvia Callaway of Dallas County, Tex., who started a permanent vegetable garden at a very small cost from which she furnishes her family table and cans the surplus



the World's Fair at St. Louis. But when Dr. Seaman A. Knapp, the founder of extension work in this country, began to work out clubs for boys he found that most of these corn clubs were inactive though county fairs were still encouraging boys to bring in exhibit ears and seemed careless that many of the exhibits came from parents' cribs. About 1906-7 the boys from Texas and Louisiana asked to have their work put on the same demonstration basis as that of the men, and this was done. In 1909, Doctor Knapp called the staff together and worked out a formula with which to appraise junior demonstration work. The plan for grading the acres of corn was yield 30; profit 30; story 20; and exhibit 20. The agents and club members soon got that idea of 30-30-20-20 through their heads and accepted the fact that the exhibit, from being the main basis for judging, was now valued at only 20 points. As the work has gone on and other demonstrations have come forward it has been found practicable to maintain the same value for yield, profit and story; but the exhibit, in Texas at least, has become only one of the many ways in which a club member's demonstration can be shown to the public and its object lesson spread before the community, so that the last 20 points we allot to "effects."

#### *Yields Increased*

It was not long after the work went on the demonstration basis that the boys began to report yields of more than 200 bushels of corn produced at very reasonable costs. Their stories as to "How I grew my crop" and the influence of their demonstrations in their own neighborhoods were told to presidents, governors, Congressmen, and to the public in general, and approval and aid to the work was forthcoming. Walker Lee Dunson of Alabama made 232.7 bushels at a cost of \$0.199 per bushel and Jerry Moore of South Carolina made 227.7 bushels at a cost of \$0.43. The number of boys making yields of more than 200 bushels is told in dozens, those making 150 in hundreds, and those above 100 in thousands. It has been interesting to follow some of these boys a little way down life's road and note what their adult lives have been. Dunson became a prosperous and successful farmer in the locality where he was born and married a red-headed club girl from North Carolina whom he met on a prize trip to Washington. Moore went into vocational agricultural teaching and later into experiment station work.

But before there could be a red-headed club girl for Walker to marry there had to be girls' club work, and that came

soon after the work was well established for boys. It came first as tomato clubs, just as the boys' work had come first as corn clubs. And just as the boys' work has gone from corn clubs to other crops and to animal husbandry, so girls' work grew and developed into food preservation as the tomatoes were canned. Even before the Washington office had decided what would be next for the girls some of the older and more experienced home demonstration agents had already interested some of the girls in poultry work as the next demonstration. And, after that came work in the kitchen and pantry, and in bedrooms and yards, every single piece of which had a judgeable economic value, even to the last which added definitely to the sale value of the place when trees were made to grow and beautiful shrubs surrounded the house. Not only has the work had a money value, but it has had a vast health value too. Teachers have noted that girls who were working out-of-doors in the tomato clubs lost their pallor and straightened up their shoulders. Trained nurses have noticed that families are better fed where club members have had garden, poultry, and dairy demonstrations. And, doctors have noted that yards which have been drained, leveled, sodded, and planted no longer breed mosquitoes, and premises organized for beauty do not have heaps of filth to breed flies.

In the early teens of the twentieth century the success of these club boys and girls helped greatly in the passage of the Smith-Lever Act which established the cooperative agricultural extension work. Between James Wilson, that Secretary of Agriculture who served longer than any other cabinet officer ever has, and Woodrow Wilson, the President who signed the Smith-Lever Act, boys' and girls' club work became established in this country on a very firm and sound basis.

Students of education must be impressed with the way the principles of evolution have worked out in the 4-H clubs. Boys and girls both started with one crop. The idea was "This one thing I do." Perseverance by club members and sympathetic guidance by those in charge developed a progressive system which is a real contribution to both agriculture and education. The writer takes a modest pride in being the first man appointed by the United States Department of Agriculture to do club work, in being the author of the 4-H design, and in having a part in giving direction to the 4-H club work in its most formative period. Its future is of necessity a matter of deepest interest to me.

## Iowa's Local Leaders

How local leadership has grown among Iowa farm bureau women during the past 11 years is shown by figures compiled by the Iowa Extension Service.

According to Neale S. Knowles, State leader of home economics extension, Iowa in 1920 had a few more than 1,000 local leaders. This number has grown steadily until in 1931 more than 10,000 farm women were acting as local leaders for home-economics projects in their various school districts.

This growth in leadership is the result of a long and painstaking program of organization. Iowa farm bureau women are organized under the leadership of county and township chairmen. The local leaders in each school district are farm women who are interested in the home-economics project and fitted for leadership. These local leaders attend training schools held by the home demonstration agent or by a home-economics specialist in counties which do not have a home demonstration agent. The leaders then hold follow-up meetings in their school districts for the local farm women.

Among many other examples which could be given to show the importance of this training is the average number of schools per county serving hot lunches which has increased from 12 per county in 1921 to more than 40 per county in 1931. The fact that more than 1,500 mothers reported improvement in the health and growth of their children during 1931 as compared with none in 1926 is also an indication of the successful results obtained.

In another field the average number of pieces of furniture refinished per county has grown from about 10 in 1924 to more than 250 during each of the past three years. Nearly 1,200 women reported adoption of such health practices as wearing of properly fitted shoes and changes in type of clothes worn in 1931 as compared with 100 in 1926.

In the home-management project, according to reports of local leaders, approximately 1,850 women made better plans of work during 1931 as compared with little more than 100 in 1925.

A COMMUNITY in North Carolina which is about 100 per cent in growing one variety of medium staple cotton sold its entire crop to one broker last year and received nearly \$5 a bale premium above the middling 7/8-inch staple price. In Union County, where the farmers have been growing principally one variety of this medium staple for several years, the markets pay better prices than do surrounding markets.



# How Cotton Cooperatives Are Serving the Farmer

U. BENTON BLALOCK

President, American Cotton Cooperative Association

**I**T IS NOT the fact that the cotton cooperatives handled 2,000,000 bales of cotton last season which is causing disturbance among the private cotton traders, and their demand that governmental aid be withdrawn from the co-ops.

Two million bales cooperatively handled last season still left 15,000,000 bales for the private trade. But, the cooperatives have forced the private merchants to a new peak of efficiency and a new low margin of profit. The burden of the private traders' complaints at the recent Shannon Committee hearings was: "The co-ops are paying prices that are putting us out of business." The men making those statements are not going out of business, as a rule. Rather, they are tightening their belts, cutting expense, and accepting greatly reduced profits. They are meeting the prices which the cooperatives have forced upon them. At points where the co-ops do not compete with them, they are able to recoup somewhat, and build reserves with which to battle the co-ops at other points.

## *Services to Growers*

This increased efficiency and lowered profit, which the co-ops have brought about, is having its flareback on the co-ops themselves. The co-ops render numerous services to the grower which the private dealers do not attempt. These services all cost money, no matter how economically administered. They must be paid for by the farmer who sells through the co-op. They are figured in the price the member receives. If that price is less than he could have obtained through the street buyer, the member is often inclined to think that his organization has failed him—whereas, in fact, he is many dollars a bale better off because of it, and can well afford to sacrifice the 25 cents or 50 cents a bale that he might occasionally get by sending his cotton through outside channels.

In 1928-29, it is shown by Louisiana Bulletin 221, merchants were paying Louisiana farmers \$12.75 a bale less than the New Orleans market for inch and an eighth staple. Last season, when the co-ops had greatly increased their influence in Louisiana, premiums on this staple were only a dollar or two below the New Orleans market. The difference

of around \$10 a bale had been transferred from the buyer's pocket to the farmer's. Similar records might be quoted from all Cotton States.

The merchant must meet the co-op price or lose the cotton. He can not meet the co-op price with his old high-profit, high-cost system, and he has gone on a new basis of lower costs and lower profits. Most of the cotton cooperatives have also been steadily reducing their costs. State associations which had a



U. Benton Blalock

cost of several dollars a bale a few years ago operated the past year at less than a dollar a bale. The American Cotton Cooperative Association, central sales agency for 11 State and regional associations, had the remarkable record last year of operating at around 50 cents a bale, made possible by its huge volume of 2,000,000 bales, as well as by a high degree of efficiency.

## *Cotton Classified*

The street buyer, often with no office expense, looks at the farmer's sample and says he will give so much for it. He gives the farmer no authoritative information as to the class. Usually he buys all staples at one price, which is the easiest and cheapest way, but a way which puts a penalty on the grower of better staple. The co-op, on the other hand, maintains an office in which an expert classer, usually Federal-licensed,

gives the grower a written statement of the grade, staple, and the market value.

The street buyer is done with the farmer as soon as he pays for the cotton. But the co-op maintains various pools for the farmer's choice and must keep a record of each bale and of payments made thereon from time to time. These services to the individual must be paid for out of the price of the cotton. Likewise general expenses, such as those of the traffic department, are borne by the co-op to an extent unknown by the average cotton merchant. The traffic department of the American Cotton Cooperative Association this season was largely instrumental in winning a reduction in freight rates on cotton, over the determined opposition of the largest private firm in the world. This freight reduction has meant a dollar a bale or more added to the crop of hundreds of thousands of cotton farmers in all parts of the South.

## *Protective Services*

How much does the grower know of all this, or how much does it influence him, when he finds that the street buyer will pay 25 cents a bale more than the co-op can obtain for him? The co-op is selling 90 per cent of its cotton to mills, at prices at least as high as those which the most efficient of the private dealers can obtain. If the co-op were simply a buying agency, eliminating its classing and other protective services, paying what it took to buy the cotton in "hard" markets and making it up by paying lower prices in "soft" markets, the matter would be greatly simplified from a cost standpoint. But this cost reduction would come back on the farmer, multiplied many times. The protective services of the co-ops mean far more to the farmer than the added cost, as comparison of prices now and in former years between interior markets and central markets conclusively proves.

Testifying before the Shannon Committee at Memphis recently, Dr. Tait Butler, editor of the *Progressive Farmer*, said, "Before the co-op classing offices were opened, farmers in small towns in Memphis territory were getting \$2.50 to \$3.75 a bale less than the Memphis price. Now they are getting within 75 cents to \$1.25 a bale of the Memphis price"—a saving to the farmer of \$1.25 to \$3 a



bale. Yet thousands of farmers are carrying their samples to the co-op offices, having them classed free, and then using the co-op price to boost the private buyer 25 cents a bale and let him have it.

#### *Influence of Farmers*

Outside of the direct benefits mentioned, the co-ops have given new evidence the past year of their ability to make the farmer's influence felt in national affairs. Through united action of the co-ops and southern bankers, 7,000,000 bales were held off the market at a critical period last fall, as a result of which the market rallied immediately better than \$5 a bale. The cotton co-ops, with their 215,000 members, have been the most powerful influence from the Southern States in recent agricultural legislation. In 1-variety cotton projects, generally accepted as the only practical way of building and maintaining a dependable supply of improved cottonseed at reasonable costs, the co-ops have taken the lead, and in one State alone, Mississippi, coordinating their efforts with those of the extension service and other agencies, the co-ops have been instrumental the past year in putting more than 60,000 acres into 1-variety projects in more than 40 communities.

It is unthinkable that business and agricultural leaders of the South should permit the undermining of a system which has been of such tremendously constructive benefit. But the private traders who have been forced by the co-ops to reduce their costs so drastically are in deadly earnest carrying on a campaign to shake public confidence in the institutions which have cut off their former profits.

#### *Agricultural Papers Help*

It is significant to note that in this struggle every prominent agricultural paper of the South is wholeheartedly with the co-ops. Clarence Roberts, editor of the Oklahoma Farmer-Stockman, recently made a speaking tour in behalf of the cotton cooperative of his State, during which he said, "Faith in their own ability to work together is the thing needed most of all by Oklahoma farmers. Somehow the belief is abroad that farmers won't or can't cooperate, and that when they do, their efforts are certain to result in failure. The truth of the matter is that farmers' organizations are to-day among the most successful in the Nation. Not a single co-op, to my knowledge, has failed in Oklahoma in the past two years."

After private traders had turned their guns for many days upon the cotton cooperatives at the Shannon Committee hearings, Congressman E. E. Cox of Georgia, who conducted most of the cot-

ton hearings as joint chairman, said he had gone into the hearings "admittedly hostile," but had now concluded that "the cooperative movement is bound to spread, and it will spread because of the undoubted value of the services that the co-ops render."

The rate at which the movement spreads will depend largely upon the zeal with which extension service workers and other agricultural leaders strengthen the farmer's faith in his own ability to cooperate and demonstrate the folly of supporting the private buyer for the sake of the small increase in price which the latter offers when forced to it.

#### **4-H Fire Prevention**

Twenty thousand 4-H club boys and girls of Oregon have been enlisted in a State-wide fire prevention campaign recently launched by the State fire marshal department working in cooperation with the extension service of Oregon State Agricultural College.

The club members will try to eliminate the fire hazards about the farm. The boy and girl in each county who do the best job will each receive a gold medal or pin from State Fire Marshall Averill. The club member making the best record of fire prevention in the State will receive a scholarship at the 1933 club short course. A 24-page manual for club members showing common fire hazards and how they can be removed is used as a basis for the work.

The need for this training among 4-H club members is shown by the records in the department of the State fire marshal which show that Oregon farm properties to the value of \$997,000 were destroyed by fire in 1930, and that this loss was increased to \$1,897,000 in 1931, a total loss of nearly \$3,000,000 of farm property value in only two years. The State's annual fire loss amounts to \$8,000,000, and it is estimated that 90 per cent of the fires which cause this serious undermining of the State's resources can be prevented.

**F**IFTY-TWO 4-H and farm women's clubs, scattered throughout 33 counties of West Virginia, presented a 1-act play entitled, "Bringing Up Nine."

This play is a dramatization of the advantages of a county library service to a mother of nine in bringing up her children successfully and is adapted from Mary K. Reely's State traveling library play, Uncle Sam Brings It to Your Door. It is issued by the committee on library extension of the American Library Association.

#### **Threshing Machines Carry Poster**

The threshing season in Perry County, Mo., this summer was reminiscent of the summer of 1918 when the sides of threshing machines were used for the display of posters carrying messages pertinent to the successful waging of the World War. The message carried on Perry County machines this summer was equally pertinent to successful warfare—the combat carried on against the Hessian fly.

# STOP!

**READ! THINK! ACT!**

*Your Neighbor Wants to Grow*

## WHEAT

Help Him Control

## Hessian Fly

BY

1. Plowing under stubble early.
2. Destroying your volunteer grain.
3. Sowing after "Fly Free Date."

Prove to him that you are a real neighbor, rather than "the fellow who lives over the cross-fence."

A Suggestion from

**The County Extension Agent**

In casting about for a way to get his message on fly eradication to Perry County farmers quickly and surely, County Agent J. A. Fairchild hit upon the idea of a poster on the sides of the threshing machines. Practically every farmer in the county works around a threshing machine at some time during the season, and in addition a threshing crew usually is an open forum where the relative merits or demerits of a given proposition are thoroughly discussed.

Two hundred posters were printed at a cost of \$2.75 and one placed on each side of every threshing machine in the county. In addition, the posters were placed in mills, elevators, country stores, banks, and other public places so that full coverage of the county was obtained. Mr. Fairchild believes that in addition to getting his message before every farmer, there was the added advantage in getting this information out when threshing yields were being noticed and discussed.



## Dealing with the Soil and People

**T**HE TWO permanent and fundamental factors that a county agent has to work with are the soil and people. That is why soil conservation by terracing and boys' club work have been and still are my chief concerns. Work done in these lines lasts over into the next generation." Such is the sage philosophy of George Banzhaf of Milam County, Tex., who is in his twenty-fifth year of continuous service in that county.

Almost a generation in extension, he has stayed on in Milam County because of an ideal given him by Dr. Seaman A. Knapp, and because he believed he could help to bring to his county that "new dawn of a better day" which permeated the agricultural thought and writings of the early part of the century. Through these many years, Mr. Banzhaf has helped and satisfied his people because he has been a plugger, has stuck to fundamentals, and has scrupulously avoided controversy.

"If the same farming methods were used now that were in vogue 25 years ago, farmers would sure be up against it," declares Mr. Banzhaf. "Farmers are to-day more prosperous, have a higher standard of living, have better homes, and more and better machinery. I attribute most of this improvement to our farm journals and to extension work. Looking at our work by the year is discouraging but by comparing conditions now with those of 10 or more years ago I find that influence which is so hard to measure in any one year, looms up as one of the greatest factors in the work.

### Early Work

"Take my early corn and cotton work, for example. Back in 1908 farmers thought seed was seed, so I established 75 demonstrations with as many men, each one planting 3 bushels of Government cottonseed bought from A. D. Mebane, and a little good Laguna corn seed. I visited each of these demonstrators every month in a 2-wheeled sulky or on horseback, starting out Monday morning and returning Saturday night, and boarding around in the meantime. Most of them didn't know what it was all about at first, and some of them were quite suspicious, but curiosity led them into the work. It was the success of these early demonstrations that made the work stick here. I still work with a few of these original demonstrators but on different things now, for as I started out to say, the indirect influence of these demonstrations has been so great that

for years practically all farmers have recognized the value of good seed and careful cultivation."

### Clubs Organized

In 1910 the corn club idea was brought to Milam County and Mr. Banzhaf organized a club with a membership of 100. Corn club work was a success right from the start, as an indication of which he recalled that one of the first annual club fairs had ninety 10-ear exhibits. A cotton club was added in 1913 and a pig club in 1914.



George Banzhaf

"It was easier to get corn club members then than now," asserted Mr. Banzhaf, "for there were no other distractions, and parents seemed to encourage it more then. Still, I should not complain for I have never had less than 80 members and never more than 150. These club boys of mine have made good in the world. I think club work has made them better farmers and has taught them that farm life can be profitable and satisfying. About 75 per cent of them have gone into farming right here in Milam County and most of them are counted among the most progressive farmers we have.

"I took up terracing in 1914, as a new-fangled scheme that looked good. It took years of individual terracing to demonstrate that this is a paying practice. I estimate that one-fourth of our farms are terraced. It is impossible to keep up with the demand now. This is a good thing, for it has forced us to work out a way to terrace faster. I've

trained many farmers to terrace and they help others.

"As to other work, I spend about half of my time on miscellaneous calls. The college says I shouldn't, but I haven't yet figured how to get out of it.

"County agents grumble about reports, but they shouldn't. When I started work I had to send in a report every night. Along about 1912 this changed to weekly reports and in 1921 the monthly report was adopted. We had no annual report until 1914. I consider reports very necessary for they are a part of record keeping, and how can you extend the influence of demonstrations without having some ammunition to shoot? From the very start I used records in newspapers and in holding demonstration field meetings. Such gatherings were usually fairly well attended and still are.

"The cooperation of both farmers and town people in Milam County has always been very fine, and it has been their open-mindedness and fairness that has made results possible. Everyone here understands what county agent work is, and they regard the job as a permanent one. We ought to accomplish much more in the next few years than in the last 24. And say," he called out the door, "tell the boys that soil and folks stay a long time in counties."

**M**ARGARET LATIMER of South Dakota and George M. Harris of Kentucky, the two winners of the Payne scholarship for nine months study in Washington, took up their headquarters in the Office of Cooperative Extension Work early in October. They are studying the activities of the Government as it affects the farm and farm home and working on a research problem under the guidance of the Department of Agriculture. Miss Latimer is a graduate of the South Dakota State College and is especially interested in foods. She was an active member and leader in her 4-H club for seven years. Mr. Harris is a graduate of the University of Kentucky with eight years of club work to his credit. Dairying is his specialty.

**A**MAGPIE poisoning contest for 4-H club members is being started in Larimer County, Colorado, at the suggestion of B. F. Shader, leader of the Jolly Fifteen 4-H Club of the Harmony and Timnath districts, according to D. C. Bascom, county extension agent. Members of the Jolly Fifteen Club are challenging all club members in the county in the drive to destroy magpies because they prey upon young chickens and turkeys and do other damage.



## Jobs Local Leaders Have Done

*AN EXTENSION study of county agents' problems made in connection with obtaining a master's degree at Cornell University showed the selection of local leaders to be one of the most difficult to solve. The success which Lincoln D. Kelsey, assistant county agent leader in New York State, has had in this field was brought to the attention of the editor by H. W. Hochbaum. Mr. Hochbaum spoke with such enthusiasm of Mr. Kelsey's work that this statement by Mr. Kelsey was obtained for readers of the Review.*

**W** E SAY we are developing leaders. Haven't you often wondered just how much leadership you really have developed? Even when leadership has been displayed on the part of some one, who can say just how it was developed? When we lift a milk can we reach for the handles. Where are the handles in this job of leadership? If we are to carry the responsibility of developing rural leaders, we must brush aside all confusion of academic elements therein and grab the handles of practical accomplishment. These handles are *the job and the man*. What is the problem and who is best fitted to solve it? What job is to be done and who is the man who has the best combination of experience, character, and training to do it?

Things are done sooner and with greater certainty when the job is clarified. You enter a neighboring yard. The dog's voice growls and the tail wags. You hesitate and action is uncertain. But, you surprise or displease a strange dog in his own yard. He comes directly for you. The voice growls and the tail doesn't smile. Then it becomes clear that you must climb the nearest tree without further deliberation or let the dog taste of you.

### Choosing Leaders

By far the largest class of leaders working in agricultural extension are local leaders. If their usefulness increases they are developing. If the right man is picked for each job his usefulness will increase. It is important to have the job clearly in mind as well as the ability of the man.

Illustration is the better part of dissertation. It is the most practical part at least. The following are samples of a few of the jobs which local leaders have done in New York State recently. Perhaps the listing of them or the presentation of them is the best guide to helpful thinking. These are not presented as ideal local leaders but as "men in the making," examples of types, various conceptions, and results.

1. In the spring of 1932 the crop-production loans were made available to farmers of New York State. In Cayuga County there were some farmers who de-

served and needed this service. The job required a local committee with farm and business judgment as well as time enough to serve without pay to investigate each application before sending the papers to Washington. Clarence S. Post, of Auburn, N. Y., was chosen as one member of the committee. His experience with business methods as well as farm practice gave him the right training. Being retired from active service he gave his time rather freely to the work of looking up each loan carefully, which resulted in protecting both the interest of farmer borrowers and the Reconstruction Finance Corporation. He was the right man for the job. He had the respect and confidence of all concerned.

2. Low prices for milk and price cutting due to unorganized groups of dairymen selling in the New York City market led to the formation of an emergency committee of the New York Milk Shed. This committee represented all dairy sections and interests. It put out a provisional contract intended to unite all dairymen in one organization. Its success depended on getting local men to act as leaders without antagonizing unorganized groups and on a careful educational program. In Lewis County, N. Y., the situation required immediate action. E. M. Sheldon and Orin Ross, both of Lowville, were chosen as local leaders. Mr. Sheldon is an assemblyman and farmer and Mr. Ross is a master farmer, former county agent, and operates a farm with 90 cows. They began carefully planning and holding small meetings. Each week they increased the size of the group by inviting in key men. By wise publicity and farm visits they have enlarged the local committee of workers until a recent gathering had 180 dairymen present. The steady progress they report shows that the local leaders were chosen wisely and additional local leaders are being developed and enlisted to complete the big job in hand.

3. The dairy committee of the Tioga County Farm Bureau wanted to improve its program. After gathering all the economic data and considering the dairy outlook the committee members found that they needed more information about what farmers were really doing. In other words they wanted a survey of ac-

tual farm practices. How many farmers weigh their milk? How many raise enough legume hay? These were questions needing answers. Their county agent drew up a questionnaire, and the committee headed by H. W. Petzold, of Oswego, N. Y., as chairman, went out and took this survey of farm practices on about 60 farms. When this information was summarized a month later the committee was in a position to draw up a program of farm-practice recommendations with the reasonable knowledge that they knew what the dairymen were doing. Mr. Petzold, being a good dairy farmer and one who quickly adopts improved practices and keeps records on his own herd, saw the wisdom of this procedure. He took the lead in helping the dairy committee formulate a program which the county agent could carry out in the expectation of reaching the largest number of dairy farmers with what they needed most in agricultural extension.

### Aid Given to Other Farmers

H. C. Loomis, of Dryden, N. Y., has been a faithful committeeman, for years, of the Tompkins County Farm Bureau. When the 1930 drought in the South and West brought an appeal to New York farmers to send food by the carload to the stricken area, local leaders with courage and vision were needed. Men must go out and solicit help in a new way never before undertaken. Mr. Loomis roused his neighborhood to the need and secured donations enough to encourage the county agent to attempt to fill a box car. When the job was completed Mr. Loomis and other local leaders had filled a freight car to the roof with farm produce of all kinds from New York farmers to less fortunate farmers in the South. This local leader had the confidence and respect of his neighbors. He had the will to do good and the determination to put through the job. The job was clear to him and he did it.

These few illustrations are actual cases of local leaders in action. The kinds and type of work needed are almost innumerable. We must divide to conquer. The maze of rural problems is staggering. We must constantly simplify the problem, by isolating jobs, clarifying issues, and setting aside nonessentials. When these jobs are clear, the type of leaders required will also be clear. It follows also that men accept responsibility more readily when the work is definite and not confused with too much "method" or "extension machinery." After all—is it not the common-sense approach?



# Iowa Measures the Value of Swine Extension Activities

*IOWA, the great swine-producing State, has been hammering away on better production methods for years. Recently E. L. Quaife, one of the State's extension animal husbandmen, took a look backward to see just what the results had been and this is what he says about it.*



Examining a brood sow

**W**HAT SORT of a measuring stick can be applied to extension work activities? As an illustration, what has been accomplished in swine production during the past 10 years? What results can be shown? Has there been any improvement, and if so in what respect? Are the farmers adopting the suggestions of the extension workers and the recommendations of the agricultural college? These and other questions of a similar nature have recently been put up to the Iowa animal husbandry section workers, as well as to extension workers elsewhere.

Swine extension work is more fortunate in this respect than with some other lines of work because of the surveys made by the United States Department of Agriculture through the rural mail carriers. The work along swine production lines has been of such a nature that it would reflect upon the size of litter weaned and marketed. Breeding stock selection; control of diseases and parasites through more attention to sanitation; a careful attention to the rations fed, all have been emphasized during the past 10 years, and have contributed to better success with the litters produced. With this in mind, we turned to the rural mail carriers' pig surveys and found that in the spring of 1922, as reported in the 1923 report, the first year a com-

plete survey was made which was comparable with surveys of later years, Iowa farmers weaned an average of 4.6 pigs per sow, while in 1931 they weaned an average of 6 pigs per sow. In other words, the Iowa farmers produced as many pigs in the spring of 1931 as they did in the spring of 1922, yet they did it with 500,000 fewer sows. There had been a gradual increase in size of litters weaned during those years. It is true, weather is a factor influencing size of litters saved, but hardly does this ever

amount to more than a fraction of a pig per sow. What has contributed to this?

It was in 1921 that we began work to increase the size of litters saved, through the brood-sow selection demonstrations. During the past 10 years these demonstrations have been conducted in every county in the State, and many counties have had the project more than one year. Approximately 1,000 demonstrations have been held, attended by 15,000 people. At these meetings, attention was called to the essential points of a good brood sow, special emphasis being laid upon the indicated ability of the sow to nurse a litter of pigs well. Many good swine producers never knew what "inverted" or "button" teats were until their attention was called to them at these demonstrations. Iowa farmers are keeping better sows than they did 10 and 15 years ago, and they are saving more pigs to the sow.

Heavy losses in little pigs through worms and infectious diseases have also been factors reducing size of litters saved. Since 1920 the project on sanitation has been conducted in every county in the State. Thousands of meetings and scores of demonstrations have been held on this subject. Surveys have shown farmers saving two more pigs to the litter where they employed the system than when the old methods were used.

The swine producer is well aware of the soundness of the principles of sanitation.

*(Continued on page 140)*



Scores of clean-ground demonstrations have been held





C. E. Ladd



L. R. Simons

## New York Makes Promotions

CARL E. LADD, director of agricultural extension, New York, since 1924, was appointed dean of the New York State Colleges of Agriculture and Home Economics at Cornell University, in July. Lloyd R. Simons, for four years State leader of county agricultural extension agents, succeeds Doctor Ladd as director of agricultural extension. E. A. Flansburgh, who has been assistant State leader of county agents, assumes the position of State leader. R. H. Wheeler, professor in extension service, is to serve as assistant treasurer of the Colleges of Agriculture and Veterinary Medicine.

## Iowa Measures the Value of Swine Extension Activities

(Continued from page 139)

tion. Practical obstacles such as fencing and watering combined with the trying experiences the farmers have been passing through have stood in the way of a more extensive adoption of these principles. A survey made through the county agents of Iowa indicated 28 per cent of the swine raisers following the recommended plan either entirely or in part.

Perhaps the highest endeavor along swine extension activities were the Chicago, Burlington & Quincy and the Chicago & Northwestern Railroad pig crop trains. These trains made 63 stops, in 62 counties of the State, and were visited by 85,000 people. The questions of economical feeding, marketing, and control of parasites and disease received greatest attention. Two lots of pigs were carried on this train, one lot raised on clean ground and one on old infested ground. The contrast was so great that some doubting "Thomases" questioned the facts in the case. One woman accused us

of stealing her pigs, as she said she had identically the same situation at home.

The results of the sanitation program are far-reaching, influencing size of litter saved, and rapidity and economy of gains.

In the matter of economical feeding and rapidity of gains results are difficult to obtain. It is common knowledge, however, that farmers everywhere are able to make their hogs weigh 200 pounds at a much earlier age much quicker than 10 or 15 years ago.

There has been a tendency to work toward a more definite plan of hog production, such as having two farrowings a year, which permits of the full feeding of the pigs from start to finish and the marketing of them at the more desirable weights of from 200 to 225 pounds. This has been made possible through improvement in the choice of the type of hog to be fed, better health, and more efficient combinations of carbohydrate and protein feeds.

The Iowa pig crop contest conducted during the past five years has also been an important factor in emphasizing those practices of swine management which contribute most to rapidity of gain and maximum weight at 180 days of age.

## 4-H Achievement Program

A nation-wide radio round-up of boys' and girls' 4-H club members to celebrate the conclusion of a successful year of 4-H achievements is scheduled for Saturday, November 5, from 12.30 to 1.30 p. m., eastern standard time. The program will be conducted jointly by the State agricultural colleges and the United States Department of Agriculture and will constitute a national recognition of the successful completion of 4-H activities by approximately 900,000 farm boys and girls in the 4-H clubs.

The 4-H achievement-day radio program will be broadcast over the coast-to-coast network of 57 radio stations in 41 States, in which the radio stations on the network of the National Broadcasting Co. are located. The program will provide both a national broadcast of talks and music over the entire network of stations and individual State broadcasts of achievement-day programs from local radio stations.

The first 15 minutes of the hour will be national in scope and will consist of music by the United States Marine Band, opening announcements, and a talk. The national network will then be temporarily dissolved and for the ensuing 30 minutes each radio station will broadcast a local State program. On these State 4-H programs will be heard 4-H club members, governors of States, presidents of State colleges, extension directors and supervisors, leading citizens, and music characteristic of the State 4-H clubs. Promptly at the end of the 30-minute local programs, the network will again be assembled and the final 15-minute program of music and talks will be broadcast from Washington, D. C., to the entire country.

Club members and their local leaders throughout the country are planning to hold group meetings and are organizing local achievement-day programs that will supplement the State and Federal programs.

A MIMEOGRAPHED publication, the Monroe County Farm Bureau Hammer, edited by C. A. Hughes, farm adviser, Monroe County, Ill., is a good example of a county paper which obviously reflects the activities of a busy and effective organization. The paper is profusely illustrated with thumb-nail sketches and plays up those issues which are interesting Monroe County farmers right now. The publication boasts only four pages but altogether it is one of the liveliest papers of its kind which has come to the attention of the editor of the Review for some time.



# Cotton Outlook for Spartanburg County, South Carolina

COUNTY AGENT, Ernest Carnes, Spartanburg, S. C., has been especially successful in his outlook meetings for cotton growers. The following talk is typical of the way he and other South Carolina county agents presented the cotton outlook for 1932 to the farmers of their counties, following discussions of the situation with the economic specialists of the State extension staff

**N**EVER BEFORE in the history of agriculture has it been so important that farmers, in general, secure all the information possible regarding the local, national, and world outlook on all crops and livestock before

factured prices for things which farmers must buy.

Since cotton is the most important cash crop in Spartanburg County, you are tremendously interested in the cotton outlook. A chart, prepared by the South

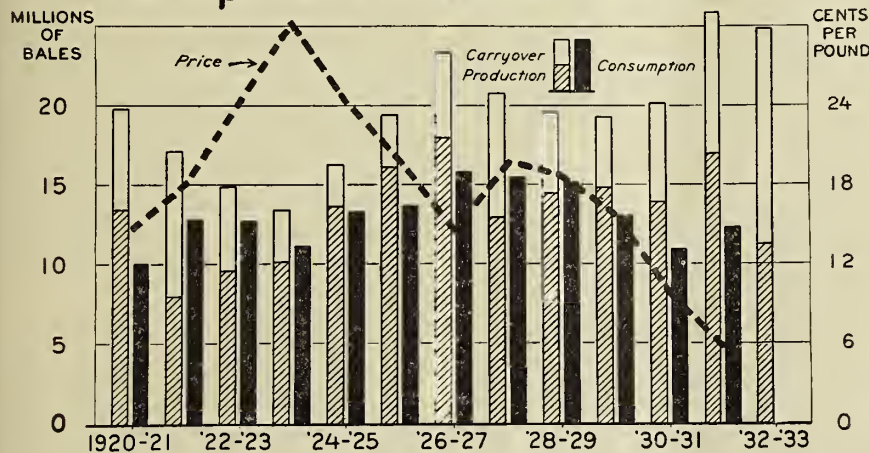
of nearly 7,000,000 bales. Because of the depression, mills consumed the following season only about 10,000,000 bales of American cotton, which resulted in a much larger carry-over the following year. Fortunately the following crop of American cotton was only 8,000,000 bales or a little less, and consumption increased about 2,500,000 bales the next year over the previous year, which increased the price of cotton until 1923, when it reached about 28 cents per pound. Production at home had remained around the 10,000,000-bale mark or below for the 3-year period.

During the year of 1924, the cotton farmer said that low-priced cotton was a thing of the past, and every cotton planter and fertilizer distributor in the South were repaired, oiled, and worked overtime, gradually increasing production for the next three years, reaching the record yield in 1926 of 18,000,000 bales of the fleecy staple.

The inevitable law of supply and demand again gradually lowered the price from 28 cents to 13 cents per pound. At this time the supply of American cotton was about 23,000,000 bales, and again the farmer said that we are ruined. This period of overproduction was caused largely by the rapid expansion of cotton acreage in Texas and Oklahoma. Fortunately most of our industries were enjoying a prolonged period of prosperity,

(Continued on page 142)

## Production, World Consumption, Carryover and price of American Cotton



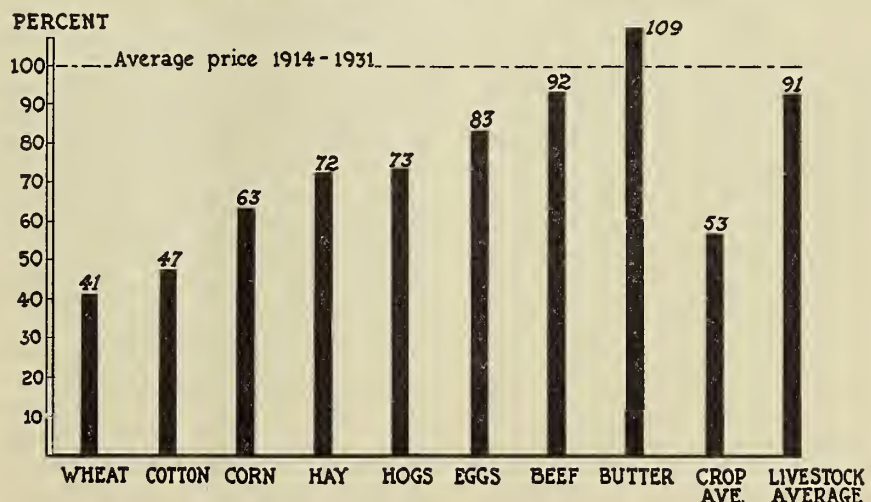
making annual or long-time farm plans.

Many of you are down in the dumps and don't believe that times will ever improve. The longest depression we have had since 1854 was the 6-year depression of the seventies. It usually takes us longer to come out of a depression than it does to reach the lowest trend of inactivity. As sure as time goes on, we shall pull out of our present dilemma, and opportunities of the future will again unfold to those who keep courage and look for better days.

During the period of 1910 to 1915 prices paid by farmers were on a parity with the selling prices of agricultural products, and during the World War period and until the depression of 1920 farmers actually received more for their products in comparison to what they had to pay for certain commodities that must be bought. It is interesting to note that during the next period of nearly 10 years from 1920 to the fall of 1929, the selling price of farm products has been far below the prices which farmers have had to pay, and since the present depression this differential has become much greater, the prices of farm products declining much more rapidly than certain manu-

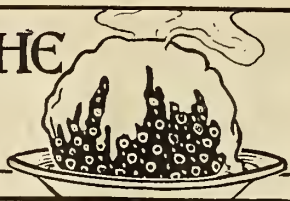
Carolina Extension Service, gives us the story for the last decade regarding the production, world consumption, carry-over, and price of American cotton. During the depression of 1920 we had a supply of American cotton of approximately 20,000,000 bales, having produced about 13,000,000 bales in 1920 with a carry-over

## SEPTEMBER, 1931 PRICES AS RELATED TO AVERAGE PRICE, 1914 - 1931





## THE PROOF OF THE PUDDING



**T**HE PROOF of the pudding is in the eating, and the proof of extension work is the net profit on the balance sheet. These are the facts upon which extension work will rise or fall.

Sometimes it takes considerable thought and effort to secure all the facts but digging for such stories, and presenting them in a telling way to as many people as possible is one of the things occupying the attention of the agent profitably right now.

The following examples give the facts on how the individual farmer or farm woman has used extension aid with profit.

### *Profits in Dairying*

The Dairy-Herd Improvement Association of Tillamook County, Oreg., is credited with the development of three good dairymen who study their business, watch their costs, and have fine and profitable dairy herds. The original herd belonged to a hard-working farmer with a 100-acre river-bottom farm. It consisted of 35 cows of mixed breeding, Jersey predominating, headed by a grade Jersey bull. Few if any calves were raised.

When the cow-testing association was formed in the county in 1911 this farmer was skeptical but was persuaded by the extension agent to join. The records showed the need of culling. When the average production of the herd began to rise the value of feeding supplemental

grain to the high-producing cows was evident.

Soon it became apparent that the farmer would have to raise his own replacement, for his herd average surpassed his neighbors' from whom he had been buying calves. So he bought a good purebred sire and his surplus calves brought top prices.

Fresh pasture was tried as a means of accelerating production. It produced results and established the value of rotation grazing.

The farmer's two sons became much interested and when they returned from the war went onto farms because they knew their dad had made money on dairy cows.

The home herd has averaged over 400 pounds since 1920 with a 5-year average of 450 pounds. It contains the high cow in the association and nine cows with a production of over 500 pounds of fat.

### *Defeats Depression with Bread*

When the home demonstration club market opened in Jackson, Miss., in April, 1931, a woman living on a small farm 6 miles away brought in 9 dozen rolls to sell. These sold so well, she decided to try loaves too. With the help of the home demonstration agent a loaf was produced which sold so well she could not keep up with the orders. In May the profits were \$8.60 and in October,

1,529 loaves were sold at a profit of \$93.72. From April to November the profits were \$368.89.

She now sells in a number of chain stores as well as on the market. She has installed additional equipment and inclosed the back porch for a convenient workshop.

### *A Woodlot Pays High Interest*

A return of \$833.59 from a \$100 investment 17 years old when the return at 4 per cent compound interest would be \$194.79 is the record made by D. E. Laucks, of Herkimer County, N. Y., in managing an 11-acre woodlot with the advice of the Extension Service.

Charging for work done and crediting the fuel value of wood in that community, the woodland has yielded \$70 worth of fuel wood each year for the 17 years, or a grand total of \$1,190 after wages for cutting, hauling, and buzzsawing had been deducted. The other expenses for original cost, interest, and taxes were \$356.41 leaving a net return of \$833.59. This profit is on what has been cut and Mr. Laucks still has a woodland with a present yield of 25 cords to the acre.

### *Cow Helps Pay College Expenses*

Profits from a Jersey cow raised by Elizabeth Prickett of Wellington, Ala., in her 4-H club work are helping to pay her college expenses. When Elizabeth was 10 years old she obtained her first calf, and now has a cow which on an official 365-day test established a new State record for butterfat production by a 3-year-old Jersey cow. She has developed a local retail market for her milk.

## Cotton Outlook for Spartanburg County, South Carolina

*(Continued from page 141)*

and the consumption of our crop mounted to more than 15,000,000 bales and held this rate for three years, and again the farmer sold his cotton for 18 to 20 cents per pound, realizing a margin of profit.

World consumption of American cotton has decreased rapidly since 1928 from 15,000,000 bales to 11,000,000 bales in 1931, while farmers have continued to grow large crops of cotton, producing in 1931 about 17,000,000 bales.

We are now burdened with a supply of 26,000,000 bales of American cotton with a probable consumption of 10,000,000 bales under the present economic situation. This condition has resulted in the present low price of our principal cash

crop. If we did not produce a bale of cotton during the 1932 season we would still have a large carry-over of American cotton next year.

I now call your attention to a chart showing price relation of crops and livestock products on a percentage basis as of September, 1931 to the average price received for the period 1914 to 1931. The price of wheat was 41 per cent, cotton 47 per cent, corn 63 per cent, hay 72 per cent, hogs 73 per cent, eggs 83 per cent, beef 92 per cent, and butter 109 per cent. The average for all crops was 53 per cent while that of all livestock was 91 per cent. Therefore, livestock prices in January, 1932, have not fallen as low in comparison as crop prices.

Realizing that Spartanburg County farmers produce more cotton than any other county in South Carolina, and that most of our farms are organized and

farmers trained for cotton production, it would be hazardous to attempt to eliminate cotton growing completely for a year.

(At this point at each meeting Mr. Carnes concluded with a discussion of the county agricultural program for the year as formulated by the county farm council of his county.)

The main points stressed in this program were (1) making the farm self-sustaining, (2) having more than one cash crop on the farm, (3) economic production, and (4) soil building.)

The present situation calls for the greatest optimism for the future. Out of conditions such as these will probably grow a more safe and sane, and less hazardous agriculture. This is a time for deliberate planning, close supervision, conservative spending, and hard work.



## Agent Tests Accuracy of Methods



Dan E. Miller

ACCORDING to Dan E. Miller, county agricultural agent for Howard County, Mo., the local leader is the most satisfactory data-gathering device available to the extension worker interested in collecting reliable information on extension accomplishment for his annual report. Mr. Miller's conclusions are based on a comparative study of the use of local leaders, mail questionnaires, and random sample personal interviews, in collecting farm information.

A complete farm report covering 26 questions was obtained from leaders at an average cost of 4.4 cents per farm, whereas the same questions in a mail questionnaire cost 10.2 cents per record. A personal interview by the agent to obtain the same information cost \$2.36. These costs include agent's time, secretary's time, stationery, and mileage.

Other conclusions from the study as set forth by Mr. Miller in the thesis submitted to the University of Wisconsin in connection with obtaining a master's degree from that institution are:

1. For any type of question regarding farm practices, amounts of materials used, equipment possessed, types or numbers of livestock owned, or acreage of crops, replies from leader reports, mail

questionnaires, and personal interviews with a random sample are reasonably accurate and consistent.

2. The mail questionnaires returned are not exactly typical of the whole group as they show a little higher standard of living, operate on a little larger scale, and a somewhat higher percentage of them follow improved agricultural practices.

3. The answer given by a leader to a question concerning an individual corresponds closely to the way the same individual answers that same question by mail. Both methods correspond closely to the way that same individual answers the question in a personal interview.

4. Leader reports, mail-questionnaire replies, and personal-interview replies agree in practically every case studied with the absolute check afforded by shipping association grading records for the same individual farmer. This check was on the question of lamb castration.

5. The first 50 replies received from 1,300 mail questionnaires sent to all Howard County farmers gave approximately the same results as the total 339 received.

There was little variation after 150 replies were received.

6. The leader reports stabilized when about 200 farmers were reported upon, concerning any practice.

7. Each of the three data-gathering devices (sampling methods) was as accurate and sometimes more accurate than the census gathered at the same time.

State could be covered in the short slack time of the early spring.

Mr. Lacy, with the assistance of J. W. Christie of the Bureau of Agricultural Economics, United States Department of Agriculture, made up one team. William F. Renk, State commissioner of agriculture and markets, one of Wisconsin's prominent sheep breeders, assisted by C. M. Allen, of the National Wool Marketing Corporation, made up the second team.

### Quality of Fleece Important

Where fleeces had fallen into a low grade it was found to be due to one of three reasons: Wrong breed or a mixture of breeds; improper management of the flock; or a lack of preparation of the fleece. At the meetings attention was given to a consideration of the kind of fleeces produced by each of the principal breeds. In the main, Wisconsin wools are in the three-eighths and quarter-blood classes. The three-eighths blood is the product of the exceptionally well-bred Southdowns, Shropshires, Hampshires, and Oxfords. The low-quarter blood is obtained from sheep of nondescript breeding.

The management of the flock, its feed, and care, as a means of producing strong fiber wool were given careful study at each of the meetings. Good feeding, proper shelter during stormy weather, remedies for parasite and disease troubles were all given consideration as a means of producing higher quality fleeces and carcasses.

That the production of fleeces free from foreign material is entirely within the control of the producer and the fact that burs, seeds, chaff, sand, and dirt, not easily removed in the process of manufacture, result in lower market price, were emphasized and brought to the attention of the producers at these meetings. The presence of these materials in the two clips sold through the national cooperative had been one of the most important reasons for reduced prices received by certain growers.

A number of the minor factors which contribute to the price paid for fleeces such as the kind of twine used, dead or pulled wool, and old fleeces kept over for more than a season were also given consideration in the discussions at the meetings.

From 20 to 80 sheep breeders were in attendance at each of the meetings. Already it has been found that many of the producers with mixed breeds or sheep of mixed breeding have culled their flocks to a single breed or have purchased purebreds to use as a foundation for purebred flocks.

## Wisconsin Farmers Study Wool Grading

WISCONSIN wool growers had a definite purpose in mind when they came out en masse to go to school for a day at their county wool-grading meetings this spring.

Growers in each one of the 28 principal sheep-raising counties held a 1-day meeting. The forenoon of each meeting found the wool growers studying quality meat production as it applied to lamb and lamb carcasses, while in the afternoon they turned their attention to wool grades and grading and a study of the uses of Wisconsin wool.

Their keen interest in market grades of wool began in 1930 and 1931 when they began marketing their wool through the National Wool Marketing Association and received pay for their fleeces on the basis of grade rather than on weight

alone. This procedure was something new in the experience of more than a few growers. To many farmers such terms as "half-blood," "three-eighths blood," "low-quarter blood," or "braid" were new expressions to describe grades as a basis for payment and they wanted to know what was meant.

To answer the many inquiries which arose, the extension workers at their October conference arranged for a series of wool-grading schools for wool producers. Under the generalship of J. J. Lacy, livestock extension specialist, of the Wisconsin College of Agriculture, meetings were scheduled for each of the principal sheep counties. He arranged for two series of meetings to go on simultaneously in order that the entire



## New Film Strips

**T**WO NEW department film strips have been completed by the Office of Cooperative Extension Work in cooperation with the Bureaus of Dairy Industry and Home Economics. They are Series 278, *Some Principles of Breeding Demonstrated with the Herediscopes* (40 frames), illustrating the practical application of some of the fundamental laws of heredity which heretofore have been little understood by dairy cattle breeders, and Series 285, *Livable Living Rooms* (50 frames), which illustrates the fundamental principles of home decoration and their application to furnishing the living room and demonstrates that homes may be attractive without great expense.

Previously prepared series specially adapted for use during the next two months follow. They may be purchased at the prices indicated from Dewey & Dewey, 5716 Thirty-fifth Avenue, Kenosha, Wis., after first obtaining authorization from the United States Department of Agriculture. Blanks for this purpose will be supplied upon request to the Office of Cooperative Extension Work.

Series 53. *Hog Houses and Equipment*, 21 cents.

Series 126. *Selecting the Laying Hen*, 28 cents.

Series 170. *Some Methods of Estimating Milk Quality by Bacterial Tests*, 35 cents.

Series 173. *Marketing Feeds through Dairy Cattle*, 21 cents.

Series 175. *The Production of Clean Milk*, 28 cents.

Series 209. *Aids in Window Curtaining*, 35 cents.

Series 238. *Come into the Kitchen*, 35 cents.

Series 239. *Care of the Laying Flock*, 21 cents.

Series 258. *Fitting Dresses and Blouses*, 28 cents.

Series 264. *Rug Making—A Fireside Industry*, 56 cents.

Series 269. *Opportunity Comes to the Rural Girl*, 49 cents.

Series 274. *Good Equipment Saves Time and Energy*, 35 cents.

Six localized film strips were completed during the months of July and August, 1932, by the Office of Cooperative Extension Work in cooperation with county extension agents, specialists, and other extension workers. The photographs used were all local pictures either selected or taken by the agents themselves. The series are as follows:

Series 1087. *Marketing Farm Timber in North Carolina* (63 frames).

Series 1088. *From the Garden to the Pantry, Arkansas* (42 frames).

Series 1089. *Trench Silos, Colorado* (36 frames).

Series 1090. *County Agent Work in District Eight, Northeast Texas. Scenes from Field and Forest* (55 frames).

Series 1091. *Some Essentials in the Production of Milk of High Quality, Indiana* (47 frames).

Series 1092. *Seed Corn Selection and Storage in Indiana* (44 frames).

## National 4-H Club Radio Programs

12.30 to 1.30 p. m., Eastern Standard Time

### Saturday, November 5

Third national 4-H achievement program during which the State extension services and the department will provide a joint Federal-State radio program featuring the achievement of 4-H club members during 1932.

### Saturday, December 3

Moses leadership-trophy winners.

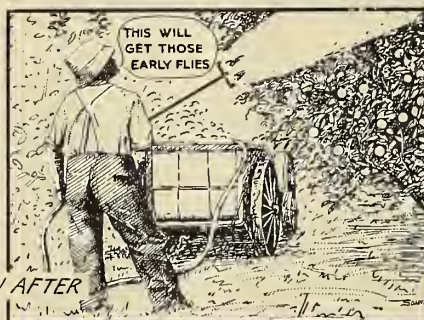
National 4-H music achievement test featuring modern American music. Played by the United States Marine Band and explained by R. A. Turner.

Cripple Creek-----Stringfield  
Youth Triumphant-----Hadley  
A Rustic Scene-----Busch  
The White Dawn is Stealing-Cadman  
Song of the Bayou-----Bloom

## Outlook Charts

The Bureau of Agricultural Economics and the Extension Service have joined in the purchase of a new chart-making machine which will make it possible to furnish outlook charts at much lower cost than in the past. By the use of the new machine, charts on cloth can be made for 60 cents each in the 30 by 40 size and on paper for 15 cents each. The charts on cloth are preferable for extension use since they are more durable than those on paper and can be folded and carried in a brief case. To State extension divisions ordering 25 or more charts in one order cloth charts can be supplied at half price—30 cents per chart.

Charts should be ordered by number rather than by title. All county agents have been provided with copies of the chart books for 1932 issued this summer by the Bureau of Agricultural Economics. These books contain nearly all the available outlook charts. All charts will be brought up to date as soon as possible before they are made for use in the field. However, many of them based on actual data can not be changed until next January. To ensure prompt delivery orders should be placed well in advance of the time needed.



**T**HESE CARTOONS were used in Maine to supplement work in the control of the apple fruit fly and were sent to the local papers in mat form. "Some papers have used this mat which have used other mats very sparingly," reports Glenn K. Rule, extension editor. Maine has made quite extensive use of mats with extension stories and Mr. Rule says of them, "I am not ready to indorse mats 100 per cent, but it seems to me that our papers will use them in increasing numbers in the future."



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## · ACROSS · THE · EDITOR'S · DESK ·

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### The Soil and People

GEORGE BANZHAF, for 25 years county agent in Milam County, Texas, speaks with authority and out of a ripened experience. The soil and people, he believes, are the fundamental considerations in doing extension work.

Work done with them, Mr. Banzhaf contends, lasts over into the next generation. So in his long service he has made it a point to have never less than 80 nor more than 150 boys enrolled in 4-H clubs. Seventy-five per cent of these boys as they reached maturity have gone into farming and most of them are to-day reckoned among the most progressive farmers of Milam County. They are part of his carry-over into the next generation.

Now as to the soil. Speaking of the early corn and cotton demonstrations conducted under his guidance, Mr. Banzhaf says, "The influence of these demonstrations was so great that now practically all farmers in my county recognize the value of good seed and careful cultivation." In 1914, Mr. Banzhaf took up terracing as a further aid in building up the soil. "It was a new fangled scheme," he says, "that looked good to me." To-day, one-fourth of the farms in Milam County are terraced.

Mr. Banzhaf has a good word for reports. "Don't grumble about them," he says, "you must have records of results and report them to the people of your county. How else can you extend the influence of demonstrations or convince people that extension work is helpful to them?"

"Everyone here," he says significantly, "understands what county agent work is and regards the job as a permanent one." "Tell the boys," is his parting shot, "that the soil and folks stay a long time in the counties."

### Twenty Years

A FEW WEEKS ago I attended the annual conference in North Carolina. The conference program was a good one. It got down to basic things—organization, marketing, soil building, how to handle 4-H club work. The thing I remember best, though, was a night session when the local chapter of Epsilon Sigma Phi awarded 11 certificates of service to North Carolina extension workers who had been on the job for 20 years or more. Of these veterans, 6 had been continuously in county work and most of them were still in the counties in which they began work. They were J. W. Cameron, J. P. Herring, F. S. Walker, T. J. W. Broom, A. G. Hendren, and Mrs. Rosalind Redfearn. Mr. Cameron and Mrs. Redfearn have been working side by side in Anson County through all these years and, believe me, they *work together*. Their combined report to the conference on marketing activities in Anson County was one of the best presented.

Commenting on the occasion, J. A. Evans, himself one of the agents appointed by Dr. Seaman A. Knapp in the first year of demonstration work, paid high tribute to these veterans. "There could be no higher tribute to the service and worth of any man or woman," said Mr. Evans, "than to have been able to have served satisfactorily as county extension agent in a county for 20 years."

### Make it Human

THE clothing budget became a very human thing under the skillful handling given it by Alice Seely, home demonstration agent for Ocean County, N. J., in her radio talk on the Land-Grant College program in September. Throughout her talk, she expressed the clothing program for Ocean County in terms of what it meant to an individual farm family. Father and Mother Parker and the three Parker children, Doris, Jack, and Paul, each came vividly into Miss Seely's word picture.

Here is the case for the clothing budget as she puts it:

"What did a clothing budget succeed in doing for the Parkers? Besides helping to make 'ends meet' it checked selfishness. Buying according to a plan rather than haphazardly provided a more suitable and attractive wardrobe for the entire family. The clothing budget also gave some responsibility in the selection and care of clothing to the younger members of the family and so helped them to learn the value of money as well as the art of spending it wisely."

This type of presentation, expressing extension results in terms of the experience of the individual farmer or farm family, gives to the public, I believe, its best understanding of what extension work accomplishes in the county. Whether it be through the medium of the radio, the news story, or the local meeting, it makes little difference. The human story is the one that is understood and convinces.

### Too Busy for Words

THIS was the situation in which Helen Pearson, home demonstration agent for Frederick County, Md., found herself in 1929. She was trying to meet every month with everyone of the 24 home demonstration clubs in her county. It was a heart-breaking schedule. Yet, I know, that many another conscientious and hard-working agent as a result of her efforts has found herself in this same difficult position.

Happily, Miss Pearson found a way out. So, I am glad to say, have others. She went in for project demonstrators and the plan has worked. She set up six training centers in the county for these project demonstrators, two from each club. The first demonstrations were planned to require plenty of action. The idea was that with a good deal of action and a minimum of talk, it would be easier for the demonstrator to present the subject to her fellow club members.

Refinishing furniture, food preparation, and then as a result of economies necessitated by the effects of a long sustained drought, food preservation and clothing economy, each were extended successfully through these local project demonstrators. The reports of their activities, too, were satisfactory and came in promptly. As a result, it was possible to organize more local clubs, serve many more women, and widen materially the influence of the home demonstration agent in the county. Certainly, I think, a far happier outcome than breaking down under an impossible schedule. R. B.



# NATIONAL 4-H ACHIEVEMENT PROGRAM TO BE BROADCAST NOVEMBER 5



A special 4-H club radio program has been planned for November 5 in which the United States Department of Agriculture and the State extension services will cooperate. This program will be dedicated to the achievements of approximately 900,000 members of the 4-H clubs during the year. It will bring news about the local and national accomplishments of club members and opinions of prominent persons on the meaning of the year's results.

Plan to have all club members listen to this joint Federal-State program. Urge them to hold local achievement meetings to supplement the national celebration.

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TUNE IN NOVEMBER 5, 1932, ON YOUR NEAREST N. B. C. STATION  
FROM 12-30 TO 1-30 P. M., EASTERN STANDARD TIME

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